

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	20,927	115,211	247,795
2020 Total Population	19,204	104,595	232,966
2020 Group Quarters	1,500	2,387	9,441
2023 Total Population	18,541	101,511	227,955
2023 Group Quarters	1,511	2,387	9,444
2028 Total Population	18,132	99,246	224,108
2023-2028 Annual Rate	-0.45%	-0.45%	-0.34%
2023 Total Daytime Population	15,066	75,971	183,900
Workers	5,463	21,580	64,403
Residents	9,603	54,391	119,497
Household Summary			
2010 Households	7,328	43,660	95,536
2010 Average Household Size	2.61	2.55	2.48
2020 Total Households	6,990	42,238	94,072
2020 Average Household Size	2.53	2.42	2.38
2023 Households	6,860	41,600	93,086
2023 Average Household Size	2.48	2.38	2.35
2028 Households	6,807	41,336	92,740
2028 Average Household Size	2.44	2.34	2.31
2023-2028 Annual Rate	-0.15%	-0.13%	-0.07%
2010 Families	4,630	27,234	56,534
2010 Average Family Size	3.21	3.17	3.15
2023 Families	4,267	25,442	53,685
2023 Average Family Size	3.14	3.05	3.06
2028 Families	4,233	25,293	53,505
2028 Average Family Size	3.09	3.00	3.02
2023-2028 Annual Rate	-0.16%	-0.12%	-0.07%
Housing Unit Summary			
2000 Housing Units	8,371	48,988	114,037
Owner Occupied Housing Units	71.0%	59.9%	51.4%
Renter Occupied Housing Units	19.1%	30.7%	36.3%
Vacant Housing Units	9.9%	9.4%	12.3%
2010 Housing Units	8,123	48,615	109,602
Owner Occupied Housing Units	69.2%	56.0%	49.3%
Renter Occupied Housing Units	21.0%	33.8%	37.8%
Vacant Housing Units	9.8%	10.2%	12.8%
2020 Housing Units	7,802	47,348	106,308
Owner Occupied Housing Units	67.8%	52.2%	46.6%
Renter Occupied Housing Units	21.8%	37.0%	41.9%
Vacant Housing Units	10.4%	10.8%	11.5%
2023 Housing Units	7,645	46,705	105,461
Owner Occupied Housing Units	72.6%	56.1%	50.5%
Renter Occupied Housing Units	17.1%	33.0%	37.7%
Vacant Housing Units	10.3%	10.9%	11.7%
2028 Housing Units	7,662	46,886	105,855
Owner Occupied Housing Units	72.9%	56.5%	51.1%
Renter Occupied Housing Units	15.9%	31.7%	36.5%
Vacant Housing Units	11.2%	11.8%	12.4%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
2023 Households by Income			
Household Income Base	6,860	41,600	93,086
<\$15,000	10.5%	14.1%	14.9%
\$15,000 - \$24,999	4.4%	7.5%	7.4%
\$25,000 - \$34,999	5.0%	8.9%	8.8%
\$35,000 - \$49,999	12.5%	12.5%	11.8%
\$50,000 - \$74,999	16.9%	20.1%	19.2%
\$75,000 - \$99,999	16.0%	13.8%	13.0%
\$100,000 - \$149,999	18.2%	13.6%	12.7%
\$150,000 - \$199,999	9.2%	5.1%	5.9%
\$200,000+	7.2%	4.4%	6.4%
Average Household Income	\$98,246	\$78,002	\$85,067
2028 Households by Income			
Household Income Base	6,807	41,336	92,740
<\$15,000	9.4%	13.4%	14.3%
\$15,000 - \$24,999	3.6%	6.7%	6.6%
\$25,000 - \$34,999	4.4%	8.0%	7.8%
\$35,000 - \$49,999	10.9%	11.5%	10.8%
\$50,000 - \$74,999	15.9%	19.4%	18.5%
\$75,000 - \$99,999	15.7%	13.8%	13.0%
\$100,000 - \$149,999	19.8%	15.0%	13.7%
\$150,000 - \$199,999	11.0%	6.4%	7.2%
\$200,000+	9.3%	5.8%	8.0%
Average Household Income	\$112,612	\$88,911	\$96,601
2023 Owner Occupied Housing Units by Value			
Total	5,553	26,174	53,260
<\$50,000	1.8%	5.3%	7.9%
\$50,000 - \$99,999	3.0%	8.2%	7.5%
\$100,000 - \$149,999	8.4%	14.1%	10.1%
\$150,000 - \$199,999	25.0%	29.1%	21.9%
\$200,000 - \$249,999	26.3%	21.2%	19.4%
\$250,000 - \$299,999	11.4%	6.0%	7.2%
\$300,000 - \$399,999	15.4%	8.9%	12.0%
\$400,000 - \$499,999	4.1%	2.5%	4.8%
\$500,000 - \$749,999	1.4%	1.7%	5.3%
\$750,000 - \$999,999	2.5%	2.0%	2.1%
\$1,000,000 - \$1,499,999	0.6%	0.8%	1.7%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.1%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$258,986	\$224,140	\$262,129
2028 Owner Occupied Housing Units by Value			
Total	5,585	26,457	54,091
<\$50,000	2.1%	6.1%	8.5%
\$50,000 - \$99,999	2.5%	7.0%	6.2%
\$100,000 - \$149,999	5.2%	10.3%	7.1%
\$150,000 - \$199,999	15.4%	21.4%	15.7%
\$200,000 - \$249,999	22.0%	19.9%	17.0%
\$250,000 - \$299,999	13.5%	7.7%	8.2%
\$300,000 - \$399,999	23.9%	14.6%	16.9%
\$400,000 - \$499,999	7.5%	4.8%	7.0%
\$500,000 - \$749,999	2.8%	3.6%	7.5%
\$750,000 - \$999,999	4.2%	3.2%	3.1%
\$1,000,000 - \$1,499,999	0.9%	1.3%	2.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$305,872	\$265,621	\$303,795

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
Median Household Income			
2023	\$75,704	\$56,524	\$57,143
2028	\$82,527	\$60,991	\$61,723
Median Home Value			
2023	\$222,418	\$188,445	\$206,946
2028	\$260,596	\$213,013	\$236,621
Per Capita Income			
2023	\$36,580	\$32,170	\$34,960
2028	\$42,504	\$37,258	\$40,192
Median Age			
2010	35.9	35.7	34.5
2020	38.9	39.3	36.7
2023	38.6	38.5	36.7
2028	39.2	39.5	37.7
2020 Population by Age			
Total	19,204	104,595	232,966
0 - 4	4.8%	5.1%	5.2%
5 - 9	5.1%	5.6%	5.6%
10 - 14	5.8%	6.2%	5.9%
15 - 24	17.0%	13.5%	16.3%
25 - 34	12.1%	13.7%	14.8%
35 - 44	13.2%	12.9%	12.6%
45 - 54	12.1%	12.0%	11.4%
55 - 64	13.8%	14.6%	13.4%
65 - 74	10.6%	10.4%	9.5%
75 - 84	4.2%	4.4%	4.0%
85 +	1.5%	1.5%	1.4%
18 +	81.0%	79.4%	79.9%
2023 Population by Age			
Total	18,540	101,511	227,955
0 - 4	4.8%	5.6%	5.5%
5 - 9	5.2%	6.0%	5.8%
10 - 14	5.6%	6.4%	5.9%
15 - 24	17.5%	13.3%	15.5%
25 - 34	12.5%	14.2%	15.1%
35 - 44	12.2%	12.8%	12.6%
45 - 54	12.0%	11.8%	11.3%
55 - 64	13.4%	13.2%	12.5%
65 - 74	10.7%	10.6%	9.8%
75 - 84	4.3%	4.5%	4.5%
85 +	1.7%	1.6%	1.6%
18 +	81.2%	78.5%	79.4%
2028 Population by Age			
Total	18,132	99,246	224,107
0 - 4	4.8%	5.7%	5.6%
5 - 9	4.8%	5.6%	5.4%
10 - 14	5.4%	6.1%	5.7%
15 - 24	17.1%	13.3%	15.5%
25 - 34	12.7%	13.0%	13.9%
35 - 44	12.1%	13.5%	13.4%
45 - 54	11.8%	11.9%	11.3%
55 - 64	11.9%	12.0%	11.3%
65 - 74	11.6%	11.2%	10.4%
75 - 84	5.9%	5.9%	5.6%
85 +	1.9%	1.8%	1.8%
18 +	81.9%	79.0%	79.9%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
Males	8,736	46,931	106,926
Females	10,468	57,664	126,040
2023 Population by Sex			
Males	8,609	46,325	105,942
Females	9,932	55,186	122,013
2028 Population by Sex			
Males	8,420	45,332	104,176
Females	9,712	53,914	119,931
2010 Population by Race/Ethnicity			
Total	20,928	115,212	247,796
White Alone	30.1%	16.9%	27.3%
Black Alone	65.5%	79.1%	66.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	1.1%	2.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.6%	1.1%
Two or More Races	2.4%	2.0%	2.1%
Hispanic Origin	2.0%	1.8%	2.9%
Diversity Index	50.0	36.9	51.1
2020 Population by Race/Ethnicity			
Total	19,204	104,595	232,966
White Alone	27.4%	14.5%	23.3%
Black Alone	60.5%	77.6%	63.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	4.3%	1.7%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.6%	3.0%
Two or More Races	5.5%	4.2%	5.2%
Hispanic Origin	3.7%	2.9%	5.4%
Diversity Index	58.5	40.9	58.0
2023 Population by Race/Ethnicity			
Total	18,541	101,512	227,956
White Alone	25.7%	13.5%	22.2%
Black Alone	62.0%	78.6%	64.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	4.3%	1.7%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.6%	3.2%
Two or More Races	5.6%	4.2%	5.3%
Hispanic Origin	3.9%	3.1%	5.9%
Diversity Index	57.8	39.9	58.0
2028 Population by Race/Ethnicity			
Total	18,131	99,245	224,108
White Alone	23.6%	12.3%	20.5%
Black Alone	63.1%	79.2%	65.0%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	4.6%	1.7%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	1.9%	3.8%
Two or More Races	6.1%	4.6%	5.7%
Hispanic Origin	4.4%	3.5%	6.7%
Diversity Index	57.9	39.9	58.8

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
2020 Population by Relationship and Household Type			
Total	19,204	104,595	232,966
In Households	92.2%	97.7%	95.9%
Householder	36.6%	40.5%	40.4%
Opposite-Sex Spouse	11.9%	9.9%	10.1%
Same-Sex Spouse	0.6%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.2%	2.5%	2.6%
Same-Sex Unmarried Partner	0.2%	0.2%	0.3%
Biological Child	24.4%	26.4%	25.2%
Adopted Child	0.7%	0.6%	0.6%
Stepchild	1.1%	1.0%	0.9%
Grandchild	4.3%	5.0%	4.1%
Brother or Sister	1.8%	2.2%	1.9%
Parent	1.4%	1.5%	1.3%
Parent-in-law	0.2%	0.1%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.3%
Other Relatives	2.5%	2.7%	2.3%
Foster Child	0.2%	0.2%	0.1%
Other Nonrelatives	3.8%	4.3%	5.3%
In Group Quarters	7.8%	2.3%	4.1%
Institutionalized	0.9%	0.6%	0.5%
Noninstitutionalized	6.9%	1.7%	3.5%
2023 Population 25+ by Educational Attainment			
Total	12,385	69,703	153,284
Less than 9th Grade	2.3%	2.8%	3.1%
9th - 12th Grade, No Diploma	5.2%	7.7%	7.4%
High School Graduate	25.2%	29.9%	26.7%
GED/Alternative Credential	4.0%	5.4%	5.0%
Some College, No Degree	17.6%	20.4%	18.7%
Associate Degree	6.8%	6.8%	6.5%
Bachelor's Degree	22.2%	14.4%	17.1%
Graduate/Professional Degree	16.8%	12.7%	15.6%
2023 Population 15+ by Marital Status			
Total	15,633	83,172	188,612
Never Married	45.7%	51.1%	51.4%
Married	38.5%	30.8%	32.3%
Widowed	4.7%	6.5%	5.8%
Divorced	11.1%	11.5%	10.5%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,559	51,516	117,669
Population 16+ Employed	95.0%	93.4%	94.1%
Population 16+ Unemployment rate	5.0%	6.6%	5.9%
Population 16-24 Employed	13.7%	11.9%	13.5%
Population 16-24 Unemployment rate	13.7%	14.3%	12.6%
Population 25-54 Employed	57.6%	62.3%	62.6%
Population 25-54 Unemployment rate	4.3%	5.9%	4.6%
Population 55-64 Employed	19.7%	18.3%	16.6%
Population 55-64 Unemployment rate	1.4%	2.6%	4.6%
Population 65+ Employed	8.9%	7.6%	7.3%
Population 65+ Unemployment rate	2.3%	7.5%	6.2%

	1 mile	2 miles	3 miles
2023 Employed Population 16+ by Industry			
Total	9,079	48,138	110,718
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	5.2%	4.3%	4.5%
Manufacturing	5.0%	6.0%	5.4%
Wholesale Trade	2.0%	1.4%	1.4%
Retail Trade	8.7%	9.1%	8.8%
Transportation/Utilities	7.0%	9.1%	8.4%
Information	2.1%	1.4%	1.6%
Finance/Insurance/Real Estate	5.4%	5.3%	5.3%
Services	53.9%	53.3%	55.9%
Public Administration	10.2%	9.8%	8.5%
2023 Employed Population 16+ by Occupation			
Total	9,079	48,136	110,720
White Collar	65.0%	59.5%	62.5%
Management/Business/Financial	16.2%	14.1%	15.1%
Professional	30.9%	24.3%	28.4%
Sales	6.2%	6.5%	6.4%
Administrative Support	11.7%	14.7%	12.6%
Services	17.2%	19.4%	18.5%
Blue Collar	17.8%	21.1%	19.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	3.0%	2.4%	2.7%
Installation/Maintenance/Repair	1.8%	2.2%	2.1%
Production	3.4%	4.5%	3.8%
Transportation/Material Moving	9.7%	12.0%	10.3%
2020 Households by Type			
Total	6,990	42,238	94,072
Married Couple Households	34.0%	25.0%	26.0%
With Own Children <18	10.8%	7.7%	8.8%
Without Own Children <18	23.2%	17.3%	17.1%
Cohabiting Couple Households	6.7%	6.8%	7.1%
With Own Children <18	2.2%	2.4%	2.3%
Without Own Children <18	4.5%	4.4%	4.8%
Male Householder, No Spouse/Partner	19.5%	21.1%	23.0%
Living Alone	12.2%	13.5%	15.1%
65 Years and over	4.2%	4.0%	4.0%
With Own Children <18	1.8%	2.0%	1.8%
Without Own Children <18, With Relatives	3.7%	3.7%	3.5%
No Relatives Present	1.8%	1.9%	2.6%
Female Householder, No Spouse/Partner	39.7%	47.1%	43.9%
Living Alone	16.2%	19.5%	19.3%
65 Years and over	6.6%	7.7%	7.2%
With Own Children <18	8.2%	10.0%	9.1%
Without Own Children <18, With Relatives	13.7%	15.6%	13.0%
No Relatives Present	1.6%	1.9%	2.5%
2020 Households by Size			
Total	6,990	42,238	94,072
1 Person Household	28.4%	33.0%	34.5%
2 Person Household	31.5%	30.0%	29.8%
3 Person Household	17.7%	16.7%	16.1%
4 Person Household	12.2%	11.2%	10.8%
5 Person Household	5.9%	5.2%	5.0%
6 Person Household	2.6%	2.3%	2.4%
7 + Person Household	1.6%	1.6%	1.5%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	2 miles	3 miles
2020 Households by Tenure and Mortgage Status			
Total	6,990	42,238	94,072
Owner Occupied	75.6%	58.5%	52.6%
Owned with a Mortgage/Loan	60.6%	46.2%	39.8%
Owned Free and Clear	15.1%	12.4%	12.8%
Renter Occupied	24.4%	41.5%	47.4%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	124	108	102
Percent of Income for Mortgage	17.7%	20.0%	21.8%
Wealth Index	84	58	67
2020 Housing Units By Urban/ Rural Status			
Total	7,802	47,348	106,308
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	19,204	104,595	232,966
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



Market Profile

4501 Harford Rd, Baltimore, Maryland, 21214
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.34047
Longitude: -76.57187

	1 mile	2 miles	3 miles
Top 3 Tapestry Segments			
1.	Parks and Rec (5C)	Family Foundations (12A)	Family Foundations (12A)
2.	Family Foundations (12A)	City Strivers (11A)	Parks and Rec (5C)
3.	City Lights (8A)	Parks and Rec (5C)	Modest Income Homes (12D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$13,987,295	\$70,257,026	\$172,043,286
Average Spent	\$2,038.96	\$1,688.87	\$1,848.22
Spending Potential Index	93	77	84
Education: Total \$	\$12,704,416	\$57,552,474	\$140,296,481
Average Spent	\$1,851.96	\$1,383.47	\$1,507.17
Spending Potential Index	103	77	84
Entertainment/Recreation: Total \$	\$23,252,906	\$111,767,397	\$273,012,331
Average Spent	\$3,389.64	\$2,686.72	\$2,932.90
Spending Potential Index	90	71	78
Food at Home: Total \$	\$42,947,620	\$213,862,530	\$521,601,575
Average Spent	\$6,260.59	\$5,140.93	\$5,603.44
Spending Potential Index	92	76	82
Food Away from Home: Total \$	\$22,862,684	\$113,739,412	\$281,253,729
Average Spent	\$3,332.75	\$2,734.12	\$3,021.44
Spending Potential Index	90	73	81
Health Care: Total \$	\$45,046,415	\$221,238,032	\$535,270,533
Average Spent	\$6,566.53	\$5,318.22	\$5,750.28
Spending Potential Index	89	72	78
HH Furnishings & Equipment: Total \$	\$18,395,172	\$89,361,982	\$218,368,525
Average Spent	\$2,681.51	\$2,148.12	\$2,345.88
Spending Potential Index	91	73	79
Personal Care Products & Services: Total \$	\$6,011,057	\$29,468,731	\$72,438,388
Average Spent	\$876.25	\$708.38	\$778.19
Spending Potential Index	92	74	81
Shelter: Total \$	\$158,398,231	\$769,963,006	\$1,887,331,493
Average Spent	\$23,090.12	\$18,508.73	\$20,275.14
Spending Potential Index	93	75	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,087,823	\$89,488,700	\$217,061,385
Average Spent	\$2,782.48	\$2,151.17	\$2,331.84
Spending Potential Index	89	69	75
Travel: Total \$	\$13,816,166	\$65,454,604	\$160,430,198
Average Spent	\$2,014.02	\$1,573.43	\$1,723.46
Spending Potential Index	90	70	77
Vehicle Maintenance & Repairs: Total \$	\$7,815,048	\$38,787,407	\$96,162,958
Average Spent	\$1,139.22	\$932.39	\$1,033.06
Spending Potential Index	87	71	79

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 15, 2023

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Parks and Rec (5C)	39.1%	Population	18,541	18,132
Family Foundations (12A)	25.0%	Households	6,860	6,807
City Lights (8A)	14.5%	Families	4,267	4,233
Emerald City (8B)	7.7%	Median Age	38.6	39.2
Pleasantville (2B)	7.3%	Median Household Income	\$75,704	\$82,527
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		93	\$2,038.96	\$13,987,295
Men's		91	\$371.57	\$2,548,946
Women's		92	\$689.39	\$4,729,201
Children's		90	\$297.39	\$2,040,087
Footwear		95	\$473.93	\$3,251,190
Watches & Jewelry		97	\$162.96	\$1,117,902
Apparel Products and Services (1)		98	\$43.73	\$299,969
Computer				
Computers and Hardware for Home Use		91	\$231.90	\$1,590,820
Portable Memory		91	\$4.20	\$28,803
Computer Software		95	\$13.67	\$93,753
Computer Accessories		90	\$22.54	\$154,608
Entertainment & Recreation		90	\$3,389.64	\$23,252,906
Fees and Admissions		95	\$679.43	\$4,660,869
Membership Fees for Clubs (2)		95	\$263.54	\$1,807,870
Fees for Participant Sports, excl. Trips		95	\$113.80	\$780,685
Tickets to Theatre/Operas/Concerts		98	\$53.71	\$368,433
Tickets to Movies		86	\$23.81	\$163,359
Tickets to Parks or Museums		83	\$22.99	\$157,701
Admission to Sporting Events, excl. Trips		97	\$56.95	\$390,658
Fees for Recreational Lessons		99	\$143.36	\$983,450
Dating Services		119	\$1.27	\$8,712
TV/Video/Audio		90	\$1,223.00	\$8,389,800
Cable and Satellite Television Services		92	\$793.66	\$5,444,480
Televisions		87	\$126.53	\$867,985
Satellite Dishes		76	\$1.30	\$8,914
VCRs, Video Cameras, and DVD Players		81	\$3.92	\$26,916
Miscellaneous Video Equipment		110	\$13.86	\$95,052
Video Cassettes and DVDs		85	\$5.54	\$38,020
Video Game Hardware/Accessories		87	\$35.14	\$241,074
Video Game Software		88	\$17.00	\$116,641
Rental/Streaming/Downloaded Video		83	\$102.92	\$706,024
Installation of Televisions		97	\$1.56	\$10,700
Audio (3)		88	\$119.17	\$817,512
Rental and Repair of TV/Radio/Sound Equipment		86	\$2.40	\$16,482
Pets		87	\$799.19	\$5,482,476
Toys/Games/Crafts/Hobbies (4)		88	\$139.90	\$959,728
Recreational Vehicles and Fees (5)		87	\$130.16	\$892,905
Sports/Recreation/Exercise Equipment (6)		81	\$226.28	\$1,552,266
Photo Equipment and Supplies (7)		94	\$43.85	\$300,780
Reading (8)		94	\$119.02	\$816,473
Catered Affairs (9)		95	\$28.81	\$197,610
Food		91	\$9,593.34	\$65,810,304
Food at Home		92	\$6,260.59	\$42,947,620
Bakery and Cereal Products		93	\$822.78	\$5,644,241
Meats, Poultry, Fish, and Eggs		92	\$1,360.39	\$9,332,253
Dairy Products		92	\$607.12	\$4,164,864
Fruits and Vegetables		94	\$1,258.28	\$8,631,826
Snacks and Other Food at Home (10)		90	\$2,212.02	\$15,174,436
Food Away from Home		90	\$3,332.75	\$22,862,684
Alcoholic Beverages		95	\$640.50	\$4,393,811

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	102	\$40,233.77	\$276,003,660
Value of Retirement Plans	98	\$138,304.97	\$948,772,069
Value of Other Financial Assets	97	\$8,295.42	\$56,906,610
Vehicle Loan Amount excluding Interest	81	\$2,945.87	\$20,208,670
Value of Credit Card Debt	96	\$3,024.90	\$20,750,806
Health			
Nonprescription Drugs	84	\$144.20	\$989,228
Prescription Drugs	87	\$319.47	\$2,191,561
Eyeglasses and Contact Lenses	92	\$102.41	\$702,528
Home			
Mortgage Payment and Basics (11)	94	\$12,153.34	\$83,371,924
Maintenance and Remodeling Services	89	\$3,391.27	\$23,264,095
Maintenance and Remodeling Materials (12)	80	\$625.61	\$4,291,666
Utilities, Fuel, and Public Services	90	\$5,227.46	\$35,860,360
Household Furnishings and Equipment			
Household Textiles (13)	92	\$112.48	\$771,617
Furniture	88	\$727.99	\$4,993,999
Rugs	95	\$39.75	\$272,656
Major Appliances (14)	88	\$464.84	\$3,188,807
Housewares (15)	89	\$95.45	\$654,819
Small Appliances	88	\$64.13	\$439,935
Luggage	90	\$12.87	\$88,299
Telephones and Accessories	92	\$98.71	\$677,184
Household Operations			
Child Care	94	\$486.30	\$3,335,994
Lawn and Garden (16)	90	\$601.33	\$4,125,096
Moving/Storage/Freight Express	88	\$79.04	\$542,226
Housekeeping Supplies (17)	90	\$839.42	\$5,758,434
Insurance			
Owners and Renters Insurance	88	\$687.90	\$4,718,979
Vehicle Insurance	87	\$1,887.49	\$12,948,151
Life/Other Insurance	92	\$640.68	\$4,395,063
Health Insurance	90	\$4,443.37	\$30,481,498
Personal Care Products (18)	90	\$498.96	\$3,422,845
School Books and Supplies (19)	87	\$116.00	\$795,768
Smoking Products	87	\$376.64	\$2,583,755
Transportation			
Payments on Vehicles excluding Leases	84	\$2,533.39	\$17,379,071
Gasoline and Motor Oil	85	\$2,150.52	\$14,752,570
Vehicle Maintenance and Repairs	87	\$1,139.22	\$7,815,048
Travel			
Airline Fares	91	\$423.09	\$2,902,407
Lodging on Trips	90	\$649.94	\$4,458,600
Auto/Truck Rental on Trips	91	\$71.87	\$493,002
Food and Drink on Trips	90	\$504.94	\$3,463,861

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Family Foundations (12A)	32.5%	Population	101,511	99,246
City Strivers (11A)	17.1%	Households	41,600	41,336
Parks and Rec (5C)	17.0%	Families	25,442	25,293
Modest Income Homes (12D)	6.9%	Median Age	38.5	39.5
Metro Fusion (11C)	6.1%	Median Household Income	\$56,524	\$60,991
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		77	\$1,688.87	\$70,257,026
Men's		75	\$305.99	\$12,729,083
Women's		76	\$567.12	\$23,592,268
Children's		76	\$251.37	\$10,457,009
Footwear		79	\$396.01	\$16,473,973
Watches & Jewelry		78	\$131.66	\$5,476,901
Apparel Products and Services (1)		83	\$36.73	\$1,527,792
Computer				
Computers and Hardware for Home Use		73	\$186.17	\$7,744,786
Portable Memory		72	\$3.29	\$136,890
Computer Software		75	\$10.88	\$452,802
Computer Accessories		73	\$18.38	\$764,612
Entertainment & Recreation		71	\$2,686.72	\$111,767,397
Fees and Admissions		72	\$509.92	\$21,212,743
Membership Fees for Clubs (2)		72	\$200.55	\$8,343,009
Fees for Participant Sports, excl. Trips		71	\$84.79	\$3,527,167
Tickets to Theatre/Operas/Concerts		75	\$40.80	\$1,697,216
Tickets to Movies		69	\$19.18	\$797,876
Tickets to Parks or Museums		68	\$18.85	\$784,228
Admission to Sporting Events, excl. Trips		74	\$43.18	\$1,796,136
Fees for Recreational Lessons		70	\$101.41	\$4,218,480
Dating Services		109	\$1.17	\$48,631
TV/Video/Audio		75	\$1,015.07	\$42,226,729
Cable and Satellite Television Services		76	\$658.43	\$27,390,786
Televisions		73	\$106.66	\$4,437,212
Satellite Dishes		67	\$1.15	\$47,958
VCRs, Video Cameras, and DVD Players		67	\$3.22	\$134,108
Miscellaneous Video Equipment		83	\$10.52	\$437,730
Video Cassettes and DVDs		70	\$4.54	\$188,661
Video Game Hardware/Accessories		78	\$31.46	\$1,308,738
Video Game Software		76	\$14.74	\$613,227
Rental/Streaming/Downloaded Video		70	\$85.87	\$3,572,300
Installation of Televisions		71	\$1.14	\$47,423
Audio (3)		70	\$94.98	\$3,951,192
Rental and Repair of TV/Radio/Sound Equipment		84	\$2.34	\$97,394
Pets		68	\$623.00	\$25,916,892
Toys/Games/Crafts/Hobbies (4)		72	\$114.52	\$4,763,865
Recreational Vehicles and Fees (5)		66	\$98.62	\$4,102,779
Sports/Recreation/Exercise Equipment (6)		63	\$177.56	\$7,386,388
Photo Equipment and Supplies (7)		73	\$33.99	\$1,413,879
Reading (8)		73	\$92.55	\$3,849,906
Catered Affairs (9)		71	\$21.50	\$894,216
Food		75	\$7,875.05	\$327,601,941
Food at Home		76	\$5,140.93	\$213,862,530
Bakery and Cereal Products		77	\$674.04	\$28,039,867
Meats, Poultry, Fish, and Eggs		76	\$1,122.95	\$46,714,528
Dairy Products		75	\$491.87	\$20,461,621
Fruits and Vegetables		76	\$1,025.64	\$42,666,766
Snacks and Other Food at Home (10)		75	\$1,826.44	\$75,979,748
Food Away from Home		73	\$2,734.12	\$113,739,412
Alcoholic Beverages		75	\$502.79	\$20,916,031

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	73	\$28,592.93	\$1,189,465,832
Value of Retirement Plans	71	\$100,636.70	\$4,186,486,569
Value of Other Financial Assets	70	\$6,004.61	\$249,791,859
Vehicle Loan Amount excluding Interest	69	\$2,501.22	\$104,050,716
Value of Credit Card Debt	76	\$2,402.90	\$99,960,533
Health			
Nonprescription Drugs	72	\$122.55	\$5,098,187
Prescription Drugs	73	\$268.04	\$11,150,497
Eyeglasses and Contact Lenses	73	\$81.52	\$3,391,181
Home			
Mortgage Payment and Basics (11)	69	\$8,902.78	\$370,355,628
Maintenance and Remodeling Services	66	\$2,499.20	\$103,966,639
Maintenance and Remodeling Materials (12)	62	\$485.14	\$20,181,910
Utilities, Fuel, and Public Services	75	\$4,323.04	\$179,838,447
Household Furnishings and Equipment			
Household Textiles (13)	75	\$91.85	\$3,821,032
Furniture	73	\$599.46	\$24,937,695
Rugs	74	\$30.60	\$1,272,906
Major Appliances (14)	70	\$370.35	\$15,406,552
Housewares (15)	71	\$76.75	\$3,192,911
Small Appliances	73	\$53.23	\$2,214,366
Luggage	74	\$10.57	\$439,893
Telephones and Accessories	72	\$77.13	\$3,208,406
Household Operations			
Child Care	71	\$366.83	\$15,260,230
Lawn and Garden (16)	67	\$451.60	\$18,786,457
Moving/Storage/Freight Express	71	\$64.06	\$2,664,910
Housekeeping Supplies (17)	74	\$690.56	\$28,727,136
Insurance			
Owners and Renters Insurance	70	\$546.69	\$22,742,354
Vehicle Insurance	73	\$1,592.41	\$66,244,392
Life/Other Insurance	72	\$498.76	\$20,748,476
Health Insurance	73	\$3,601.14	\$149,807,247
Personal Care Products (18)	74	\$407.44	\$16,949,405
School Books and Supplies (19)	72	\$96.40	\$4,010,331
Smoking Products	78	\$339.35	\$14,116,871
Transportation			
Payments on Vehicles excluding Leases	70	\$2,117.96	\$88,107,121
Gasoline and Motor Oil	71	\$1,793.94	\$74,628,034
Vehicle Maintenance and Repairs	71	\$932.39	\$38,787,407
Travel			
Airline Fares	70	\$325.80	\$13,553,425
Lodging on Trips	70	\$502.06	\$20,885,791
Auto/Truck Rental on Trips	73	\$58.15	\$2,418,995
Food and Drink on Trips	71	\$397.28	\$16,526,849

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Top Tapestry Segments	Percent	Demographic Summary	2023	2028
Family Foundations (12A)	17.2%	Population	227,955	224,108
Parks and Rec (5C)	16.2%	Households	93,086	92,740
Modest Income Homes (12D)	10.6%	Families	53,685	53,505
City Strivers (11A)	10.2%	Median Age	36.7	37.7
Metro Fusion (11C)	6.0%	Median Household Income	\$57,143	\$61,723
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		84	\$1,848.22	\$172,043,286
Men's		82	\$337.06	\$31,375,565
Women's		83	\$622.85	\$57,978,693
Children's		83	\$275.25	\$25,621,672
Footwear		87	\$432.14	\$40,226,289
Watches & Jewelry		84	\$141.70	\$13,190,266
Apparel Products and Services (1)		88	\$39.22	\$3,650,801
Computer				
Computers and Hardware for Home Use		82	\$209.26	\$19,479,520
Portable Memory		80	\$3.67	\$341,794
Computer Software		85	\$12.35	\$1,149,979
Computer Accessories		81	\$20.31	\$1,890,137
Entertainment & Recreation		78	\$2,932.90	\$273,012,331
Fees and Admissions		77	\$550.60	\$51,253,385
Membership Fees for Clubs (2)		78	\$216.61	\$20,163,528
Fees for Participant Sports, excl. Trips		76	\$90.75	\$8,447,173
Tickets to Theatre/Operas/Concerts		80	\$43.87	\$4,084,135
Tickets to Movies		79	\$21.75	\$2,024,166
Tickets to Parks or Museums		75	\$20.89	\$1,944,760
Admission to Sporting Events, excl. Trips		80	\$46.79	\$4,355,886
Fees for Recreational Lessons		75	\$108.73	\$10,121,394
Dating Services		113	\$1.21	\$112,343
TV/Video/Audio		82	\$1,108.95	\$103,227,278
Cable and Satellite Television Services		82	\$705.59	\$65,680,130
Televisions		82	\$119.51	\$11,124,913
Satellite Dishes		77	\$1.31	\$122,227
VCRs, Video Cameras, and DVD Players		78	\$3.74	\$347,953
Miscellaneous Video Equipment		92	\$11.58	\$1,078,326
Video Cassettes and DVDs		80	\$5.25	\$489,162
Video Game Hardware/Accessories		89	\$35.82	\$3,334,512
Video Game Software		88	\$17.12	\$1,593,830
Rental/Streaming/Downloaded Video		80	\$98.51	\$9,170,364
Installation of Televisions		78	\$1.25	\$116,097
Audio (3)		79	\$106.60	\$9,922,586
Rental and Repair of TV/Radio/Sound Equipment		96	\$2.66	\$247,178
Pets		74	\$677.97	\$63,109,831
Toys/Games/Crafts/Hobbies (4)		80	\$127.03	\$11,824,739
Recreational Vehicles and Fees (5)		69	\$104.08	\$9,687,950
Sports/Recreation/Exercise Equipment (6)		72	\$201.17	\$18,725,671
Photo Equipment and Supplies (7)		80	\$37.52	\$3,492,732
Reading (8)		80	\$101.39	\$9,438,164
Catered Affairs (9)		80	\$24.20	\$2,252,581
Food		82	\$8,624.88	\$802,855,304
Food at Home		82	\$5,603.44	\$521,601,575
Bakery and Cereal Products		83	\$731.35	\$68,078,182
Meats, Poultry, Fish, and Eggs		83	\$1,221.51	\$113,705,844
Dairy Products		81	\$535.11	\$49,810,805
Fruits and Vegetables		83	\$1,113.62	\$103,662,797
Snacks and Other Food at Home (10)		82	\$2,001.85	\$186,343,947
Food Away from Home		81	\$3,021.44	\$281,253,729
Alcoholic Beverages		81	\$547.10	\$50,927,430

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Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	77	\$30,205.17	\$2,811,678,056
Value of Retirement Plans	75	\$105,508.90	\$9,821,401,684
Value of Other Financial Assets	75	\$6,414.57	\$597,106,503
Vehicle Loan Amount excluding Interest	77	\$2,796.04	\$260,272,602
Value of Credit Card Debt	82	\$2,587.72	\$240,880,289
Health			
Nonprescription Drugs	78	\$133.41	\$12,418,334
Prescription Drugs	79	\$289.86	\$26,981,722
Eyeglasses and Contact Lenses	79	\$88.27	\$8,216,895
Home			
Mortgage Payment and Basics (11)	72	\$9,345.23	\$869,910,477
Maintenance and Remodeling Services	69	\$2,631.41	\$244,947,626
Maintenance and Remodeling Materials (12)	66	\$515.86	\$48,018,996
Utilities, Fuel, and Public Services	81	\$4,710.08	\$438,442,158
Household Furnishings and Equipment			
Household Textiles (13)	82	\$100.80	\$9,383,519
Furniture	80	\$660.62	\$61,494,608
Rugs	79	\$32.68	\$3,042,374
Major Appliances (14)	75	\$398.78	\$37,120,895
Housewares (15)	79	\$84.46	\$7,861,963
Small Appliances	82	\$59.72	\$5,559,001
Luggage	81	\$11.67	\$1,086,573
Telephones and Accessories	80	\$85.92	\$7,998,116
Household Operations			
Child Care	78	\$402.53	\$37,469,600
Lawn and Garden (16)	72	\$479.92	\$44,674,204
Moving/Storage/Freight Express	81	\$72.87	\$6,783,293
Housekeeping Supplies (17)	80	\$750.55	\$69,866,107
Insurance			
Owners and Renters Insurance	74	\$578.41	\$53,842,259
Vehicle Insurance	81	\$1,759.23	\$163,759,661
Life/Other Insurance	76	\$528.81	\$49,225,133
Health Insurance	79	\$3,883.74	\$361,521,720
Personal Care Products (18)	81	\$448.89	\$41,785,547
School Books and Supplies (19)	81	\$107.94	\$10,047,713
Smoking Products	88	\$381.56	\$35,518,261
Transportation			
Payments on Vehicles excluding Leases	78	\$2,343.62	\$218,158,015
Gasoline and Motor Oil	79	\$1,994.28	\$185,639,610
Vehicle Maintenance and Repairs	79	\$1,033.06	\$96,162,958
Travel			
Airline Fares	77	\$359.00	\$33,417,636
Lodging on Trips	76	\$546.29	\$50,851,618
Auto/Truck Rental on Trips	80	\$63.74	\$5,933,402
Food and Drink on Trips	78	\$435.46	\$40,535,677

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Business Summary

4501 Harford Rd, Baltimore, Maryland, 21214
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.34047
Longitude: -76.57187

Data for all businesses in area	1 mile		2 miles		3 miles							
Total Businesses:	515		2,029		6,060							
Total Employees:	4,309		17,746		60,684							
Total Residential Population:	18,541		101,511		227,955							
Employee/Residential Population Ratio (per 100 Residents)	23		17		27							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	3	0.6%	12	0.3%	18	0.9%	290	1.6%	56	0.9%	728	1.2%
Construction	32	6.2%	218	5.1%	112	5.5%	760	4.3%	293	4.8%	2,320	3.8%
Manufacturing	4	0.8%	30	0.7%	18	0.9%	144	0.8%	96	1.6%	1,400	2.3%
Transportation	9	1.7%	77	1.8%	46	2.3%	452	2.5%	123	2.0%	1,272	2.1%
Communication	3	0.6%	36	0.8%	18	0.9%	85	0.5%	42	0.7%	187	0.3%
Utility	0	0.0%	0	0.0%	2	0.1%	11	0.1%	10	0.2%	87	0.1%
Wholesale Trade	5	1.0%	34	0.8%	25	1.2%	139	0.8%	117	1.9%	970	1.6%
Retail Trade Summary	84	16.3%	655	15.2%	353	17.4%	2,266	12.8%	1,129	18.6%	8,229	13.6%
Home Improvement	6	1.2%	48	1.1%	9	0.4%	75	0.4%	25	0.4%	332	0.5%
General Merchandise Stores	1	0.2%	5	0.1%	26	1.3%	175	1.0%	74	1.2%	558	0.9%
Food Stores	11	2.1%	158	3.7%	54	2.7%	569	3.2%	152	2.5%	1,791	3.0%
Auto Dealers & Gas Stations	9	1.7%	65	1.5%	42	2.1%	176	1.0%	121	2.0%	482	0.8%
Apparel & Accessory Stores	5	1.0%	27	0.6%	25	1.2%	110	0.6%	71	1.2%	282	0.5%
Furniture & Home Furnishings	5	1.0%	27	0.6%	16	0.8%	94	0.5%	54	0.9%	288	0.5%
Eating & Drinking Places	25	4.9%	234	5.4%	106	5.2%	729	4.1%	389	6.4%	3,342	5.5%
Miscellaneous Retail	22	4.3%	91	2.1%	75	3.7%	337	1.9%	242	4.0%	1,154	1.9%
Finance, Insurance, Real Estate Summary	36	7.0%	197	4.6%	139	6.9%	801	4.5%	442	7.3%	2,773	4.6%
Banks, Savings & Lending Institutions	7	1.4%	45	1.0%	22	1.1%	140	0.8%	74	1.2%	472	0.8%
Securities Brokers	4	0.8%	30	0.7%	9	0.4%	62	0.3%	46	0.8%	403	0.7%
Insurance Carriers & Agents	3	0.6%	7	0.2%	11	0.5%	31	0.2%	28	0.5%	100	0.2%
Real Estate, Holding, Other Investment Offices	22	4.3%	115	2.7%	96	4.7%	568	3.2%	295	4.9%	1,797	3.0%
Services Summary	233	45.2%	1,977	45.9%	956	47.1%	11,228	63.3%	2,754	45.4%	39,931	65.8%
Hotels & Lodging	1	0.2%	5	0.1%	2	0.1%	15	0.1%	11	0.2%	234	0.4%
Automotive Services	16	3.1%	51	1.2%	61	3.0%	214	1.2%	169	2.8%	926	1.5%
Movies & Amusements	12	2.3%	162	3.8%	47	2.3%	506	2.9%	131	2.2%	1,069	1.8%
Health Services	33	6.4%	448	10.4%	169	8.3%	3,949	22.3%	498	8.2%	17,014	28.0%
Legal Services	3	0.6%	11	0.3%	12	0.6%	66	0.4%	77	1.3%	363	0.6%
Education Institutions & Libraries	12	2.3%	316	7.3%	68	3.4%	2,514	14.2%	177	2.9%	7,146	11.8%
Other Services	156	30.3%	984	22.8%	597	29.4%	3,965	22.3%	1,691	27.9%	13,179	21.7%
Government	7	1.4%	1,008	23.4%	24	1.2%	1,335	7.5%	58	1.0%	1,988	3.3%
Unclassified Establishments	99	19.2%	66	1.5%	317	15.6%	235	1.3%	939	15.5%	799	1.3%
Totals	515	100.0%	4,309	100.0%	2,029	100.0%	17,746	100.0%	6,060	100.0%	60,684	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



Business Summary

4501 Harford Rd, Baltimore, Maryland, 21214
Rings: 1, 2, 3 mile radii

Prepared by Esri
Latitude: 39.34047
Longitude: -76.57187

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	2	0.0%	5	0.2%	191	1.1%	13	0.2%	327	0.5%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.0%	62	0.1%
Utilities	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Construction	35	6.8%	231	5.4%	116	5.7%	792	4.5%	321	5.3%	2,705	4.5%
Manufacturing	6	1.2%	44	1.0%	27	1.3%	223	1.3%	107	1.8%	1,446	2.4%
Wholesale Trade	5	1.0%	34	0.8%	24	1.2%	135	0.8%	116	1.9%	966	1.6%
Retail Trade	56	10.9%	389	9.0%	231	11.4%	1,406	7.9%	702	11.6%	4,496	7.4%
Motor Vehicle & Parts Dealers	8	1.6%	50	1.2%	32	1.6%	138	0.8%	89	1.5%	348	0.6%
Furniture & Home Furnishings Stores	2	0.4%	8	0.2%	5	0.2%	19	0.1%	19	0.3%	62	0.1%
Electronics & Appliance Stores	3	0.6%	18	0.4%	8	0.4%	38	0.2%	28	0.5%	169	0.3%
Building Material & Garden Equipment & Supplies Dealers	6	1.2%	48	1.1%	9	0.4%	75	0.4%	25	0.4%	332	0.5%
Food & Beverage Stores	12	2.3%	136	3.2%	56	2.8%	517	2.9%	173	2.9%	1,619	2.7%
Health & Personal Care Stores	5	1.0%	19	0.4%	19	0.9%	96	0.5%	58	1.0%	349	0.6%
Gasoline Stations & Fuel Dealers	2	0.4%	16	0.4%	10	0.5%	39	0.2%	32	0.5%	133	0.2%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	6	1.2%	28	0.6%	28	1.4%	118	0.7%	78	1.3%	306	0.5%
Sporting Goods, Hobby, Book, & Music Stores	10	1.9%	25	0.6%	26	1.3%	73	0.4%	94	1.6%	438	0.7%
General Merchandise Stores	4	0.8%	41	1.0%	37	1.8%	294	1.7%	106	1.7%	739	1.2%
Transportation & Warehousing	7	1.4%	74	1.7%	46	2.3%	462	2.6%	113	1.9%	1,458	2.4%
Information	6	1.2%	63	1.5%	36	1.8%	226	1.3%	107	1.8%	1,225	2.0%
Finance & Insurance	13	2.5%	80	1.9%	43	2.1%	254	1.4%	154	2.5%	1,006	1.7%
Central Bank/Credit Intermediation & Related Activities	7	1.4%	44	1.0%	21	1.0%	137	0.8%	74	1.2%	474	0.8%
Securities & Commodity Contracts	4	0.8%	30	0.7%	11	0.5%	85	0.5%	53	0.9%	432	0.7%
Funds, Trusts & Other Financial Vehicles	3	0.6%	7	0.2%	11	0.5%	31	0.2%	28	0.5%	100	0.2%
Real Estate, Rental & Leasing	19	3.7%	89	2.1%	89	4.4%	483	2.7%	287	4.7%	1,630	2.7%
Professional, Scientific & Tech Services	37	7.2%	150	3.5%	132	6.5%	794	4.5%	474	7.8%	2,914	4.8%
Legal Services	4	0.8%	16	0.4%	15	0.7%	84	0.5%	87	1.4%	400	0.7%
Management of Companies & Enterprises	2	0.4%	19	0.4%	6	0.3%	61	0.3%	18	0.3%	180	0.3%
Administrative, Support & Waste Management Services	16	3.1%	68	1.6%	60	3.0%	326	1.8%	184	3.0%	1,456	2.4%
Educational Services	13	2.5%	308	7.1%	68	3.4%	2,485	14.0%	180	3.0%	6,683	11.0%
Health Care & Social Assistance	59	11.5%	897	20.8%	280	13.8%	5,350	30.1%	744	12.3%	19,953	32.9%
Arts, Entertainment & Recreation	13	2.5%	172	4.0%	50	2.5%	530	3.0%	127	2.1%	1,142	1.9%
Accommodation & Food Services	27	5.2%	253	5.9%	114	5.6%	781	4.4%	415	6.8%	3,671	6.0%
Accommodation	1	0.2%	5	0.1%	2	0.1%	15	0.1%	11	0.2%	234	0.4%
Food Services & Drinking Places	26	5.0%	248	5.8%	112	5.5%	767	4.3%	404	6.7%	3,438	5.7%
Other Services (except Public Administration)	97	18.8%	368	8.5%	361	17.8%	1,682	9.5%	1,000	16.5%	6,584	10.8%
Automotive Repair & Maintenance	14	2.7%	40	0.9%	49	2.4%	158	0.9%	136	2.2%	572	0.9%
Public Administration	7	1.4%	1,008	23.4%	24	1.2%	1,335	7.5%	58	1.0%	1,988	3.3%
Unclassified Establishments	98	19.0%	59	1.4%	316	15.6%	228	1.3%	938	15.5%	792	1.3%
Total	515	100.0%	4,309	100.0%	2,029	100.0%	17,746	100.0%	6,060	100.0%	60,684	100.0%

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December 15, 2023